

Message Text

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PAGE 01 TOKYO 00861 210134Z
ACTION EA-12

INFO OCT-01 EB-08 ISO-00 /021 W
-----093347 210139Z /14
R 190237Z JAN 78
FM AMEMBASSY TOKYO
TO USDOC WASHDC
INFO SECSTATE WASHDC 4442

UNCLAS TOKYO 0861

E.O. 11652: N/A
TAGS: BEXP, JA
SUBJECT: PROMOTION OF CONSUMER GOODS EXPORTS TO JAPAN

REFS: (A) USDOC 590 (B) TOKYO 19470

SUMMARY. INSTITUTE FOR DISTRIBUTION RESEARCH (IDR) GROUP WILL BE VISITING U.S. JANUARY 26 - FEBRUARY 10 TO VISIT TRADE SHOWS, EXAMINE U.S. HOBBY RETAIL METHODS AND DISCUSS APPA WITH U.S. CONSUMER GOODS INDUSTRY REPS AND USDOC. REQUEST USDOC ASSISTANCE IN SETTING UP APPOINTMENTS. END SUMMARY.

1. IDR GROUP SCHEDULE NOW AS FOLLOWS. JAN 26-28, HONOLULU FOR MARKETING SEMINAR AT UNIVERSITY OF HAWAII. JAN 29-31, HOUSTON FOR HOBBY SHOW. FEB 1-2, NEW ORLEANS TO VISIT HOBBY RETAIL STORES TO OBSERVE MARKETING TECHNIQUES. FEB. 3, TRAVEL FROM NEW ORLEANS TO LOS ANGELES. FEB. 4-6, SAN FRANCISCO GIFT SHOW. FEB. 6, MAIN BODY OF IDR FOREIGN BUYER GROUP WILL RETURN TO TOKYO. MESSRS. TAKAGI AND MIURA OF IDR AND MR. ATSUSHI INABA (EMBASSY FSL) WILL CONTINUE TO: FEB. 6-8, CHICAGO; FEB. 8-10, WASHINGTON, D.C. FEB. 10. NEW YORK AND DEPART FOR TOKYO.

2. MR. HAJIME TAKAGI, CHAIRMAN OF IDR AND KEY FIGURE IN DEVELOPMENT OF APPA PROJECT, HAS BEEN ASKED BY MITI/JETRO TO TRAVEL IN OFFICIAL CAPACITY WITH IDR GROUP. MR. TAKAGI IS CHAIRMAN OF DISTRIBUTION ECTION OF MITI'S INDUSTRIAL
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STRUCTURE COUNCIL. ADDITIONALLY, MITI AND JETRO REPORTEDLY HAVE ARRANGED FOR MR. TAKAGI TO GIVE SEVERAL TALKS AT SEVERAL JETRO EXPORT SEMINARS. JETRO OFFICES IN U.S. ARE COORDINATING AND MAKING NECESSARY ARRANGEMENTS.

3. MR. TAKAGI ALSO SCHEDULED TO MAKE SPEECH ON JAPANESE DISTRIBUTION SYSTEM AT HOUSTON HOBBY SHOW SITE (ALBERT THOMAS

CONVENTION CENTER) ON JANUARY 30 AT 2:00 P.M. ARRANGEMENTS BEING COORDINATED BY AMERICAN HOBBY INDUSTRY ASSOCIATION. MR. WALTER CADDELL, EXECUTIVE DIRECTOR, IDR AND HOBBY ASSOCIATION WOULD APPRECIATE USDOC'S PUBLICIZING MR. TAKAGI'S SPEECH AND ENCOURAGING ATTENDANCE BY INTERESTED PARTIES.

4. REQUEST USDOC SET UP APPOINTMENTS WITH FOLLOWING INDIVIDUALS FOR MR. TAKAGI, MR. MIURA AND MR. INABA. (A) MR. RALPH ZAPFEL OF NATIONAL HOUSEWARES MANUFACTURERS SHOW AT CHICAGO MERCHANDISE MART OFFICE ON TUESDAY, FEBRUARY 7 AT 9:30 A.M. (B) PRESIDENT OF LEE-WARDS COMPANY AT ELGIN, ILLINOIS OFFICE ON TUESDAY, FEBRUARY 7 AT 3:00 P.M. (C) MR. SAMUEL MITCHELL OF NATIONAL HARDWARE SHOW AT HIS PALATINE, ILLINOIS OFFICE ON WEDNESDAY, FEBRUARY 8 AT 10:00 A.M. (D) GLICK AND EISELT, USDOC ON FRIDAY, FEBRUARY 9 (ENTIRE DAY AVAILABLE). REQUEST GLICK/EISELT ARRANGE AND COORDINATE APPOINTMENTS WITH OTHER APPROPRIATE USDOC OFFICIALS.

5. TOKYO FSL INABA HAS BEEN TENTATIVELY SCHEDULED TO ACCOMPANY IDR GROUP. REQUEST USDOC AUTHORIZE UP TO \$25 PER DAY PER DIEM FOR INABA TO DRAW UPON TO COVER INCIDENTAL EXPENSES DURING TRIP. TRAVEL AND HOTEL ACCOMMODATIONS WILL BE COVERED BY GROUP TOUR ARRANGEMENTS.

6. PLEASE REPLY ASAP ON PARA. 5 REQUEST.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 19 jan 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978TOKYO00861
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780031-0874
Format: TEL
From: TOKYO
Handling Restrictions: n/a
Image Path:
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Legacy Key: link1978/newtext/t19780143/aaaabkcf.tel
Line Count: 94
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 022ec7e1-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 TOKYO 19470
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 07 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3744912
Secure: OPEN
Status: NATIVE
Subject: PROMOTION OF CONSUMER GOODS EXPORTS TO JAPAN
TAGS: BEXP, JA
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/022ec7e1-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014